



State of California Census 2020



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California Complete Count Office

California State Data Center Meeting
September 18, 2018

California Complete Count

Mission: Ensure that **Californians** get their **fair share** of **federal resources** and Congressional **representation** by encouraging the full participation of all Californians in Census 2020.

Goal: Ensure **everyone** is **counted once**, only **once**, and in the **right place**.



What's at Stake?

POWER

Congressional
representation,
reapportionment and
redistricting

MONEY

Over
\$675 BILLION
annually

- *1990 undercount was estimated to cost California one additional congressional seat and \$2.2B in federal funding*
- *California receives over \$76 BILLION each year for schools, crime prevention, healthcare and transportation*

Source: Uses of Census Bureau Data in Federal Funds Distribution

Challenges and Opportunities

- First Digital Census - Online Self Response
- Federal Funding, Priorities and Federal Climate Shift
- Diverse Population - Hard to Count & Low Responding
- Engaged Foundations & Local Jurisdictions



Complete Count Budget

- 2017/18
 - ✓ \$10M for LUCA and early outreach
- 2018/19
 - ✓ \$90.3M



Census Partnerships in CA

- **United States Census Bureau:** Counts every resident in the United States where they live on April 1 every ten years. Mandated by Article I, Section 2 of the Constitution.
- **California Complete Count Committee:** Established by the Governor, a statewide panel of community members representing a diverse cross-section of the state with participants from both the public and private sectors that will guide California's outreach for the 2020 federal decennial census.
- **California Government Operations Agency (GovOps):** Responsible for coordinating state operations, with a goal of improving management and accountability of government programs, increasing efficiency, and promoting better and more coordinated operational decisions within government. The California Complete Count Census 2020 Office is housed within GovOps.
- **California Complete Count Office:** Oversees and coordinates California's education and outreach program for the 2020 Census. The CCC will help form partnerships, identify resources, and begin strategizing an effective outreach strategy.
- **Local Complete Count Committees:** Formed at the local and community levels. Established by county and local governments, community leaders, and volunteers. Plan and execute local/regional outreach plans.



California Complete Count Overview

- Statewide Regional Readiness/Needs Assessment
- **Local Complete Count Committees**
- Community & Faith Based Outreach
- Media
- **StateWide Outreach & Rapid Deployment (SwORD) Mapping and Resources Portal**
- School Based Curriculum Pilots
- State Agency Working Group
- Caseworker Training and Outreach
- Governance & Accountability

Phased Approach for 2020

Phase 1:	Convene, Collaborate, Capacity Build	FY 2017-18
Phase 2:	Educate. Motivate. Activate!	FY 2018-19
Phase 3:	Deploy. Count. Assess.	FY 2019-2020
Closeout:	Non-Response Follow Up (NRFU), Results, Report, Wrap Up	July-Dec 2020

Ground Game

Goal: Trusted messengers effectively motivate action in targeted locations and audiences

- Foundations fund grantees for “on the ground, grass roots outreach, language accessibility”
- Community based organizations host “Questionnaire Action & Assistance Centers” (QACs)
- Case-worker outreach and training through state & local governments

Air Game

Goal: Media coverage to blanket messages to encourage response

- Paid Media – targeted audience including multi-lingual, multi-media buys
- Social Media – may not be as effective in reaching HTC audience
- Targeted Ethnic Media – in-language media outlets
- Digital Ads

Regional Assessment Convenings

An expanded statewide needs/readiness assessment process from April to August to launch local education and outreach efforts, including:

- 24 regional meetings

Next:

- Web-based virtual convening
- Tribal consultations

California Complete Count Committee (CCCC) Partners

- Community-based organizations (CBOs), faith-based organizations and non-governmental organizations (NGOs)
- Foundations
- State agencies
- Local governments
- Schools
- Local Assistance Centers
- Offices of local elected officials
- Caseworkers
- Unions

What We Heard: Regional Themes

- Accessibility - U.S. Census Bureau office proximity, access and functional needs support
- Broadband/Internet Accessibility - cybersecurity, fraud, disinformation
- Census Bureau Enumerators - from community, language capacity, cultural sensitivity
- Residency - natural disaster displacement, migration
- Title 13 – trust, privacy, fear
- Language Access and Cultural Messaging
- Outreach/Messaging - community sensitivity
- Local Outreach Partnerships/Strategies – CBOs, tribes, faith-based, etc.

Understanding Hard-to-Count Communities

Low Response Score (LRS)

Tract height: Population density

Tract color: LRS



Language

Tract height: % aged 5 and over who speak English less than "very well."

Tract color: Non-English language diversity



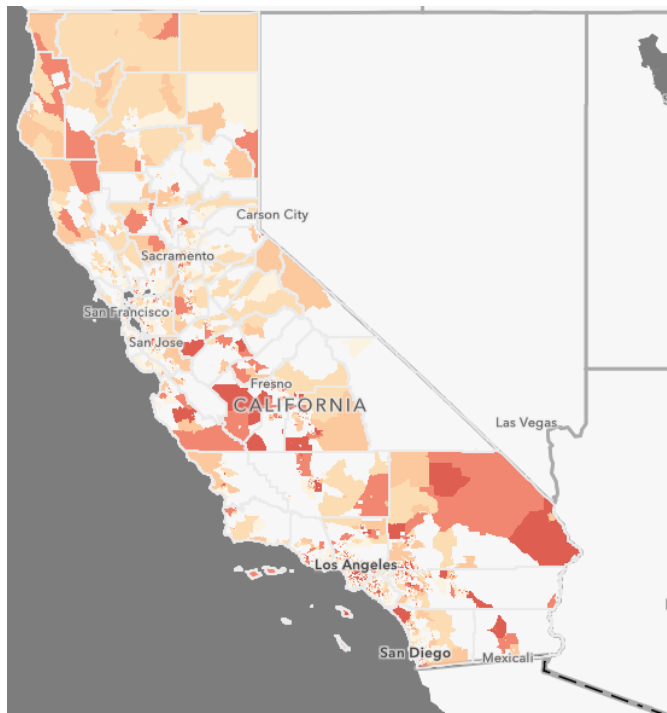
Hard to Count Characteristics



- Immigrants and the foreign born
- Linguistically isolated individuals (non-English speaking individuals over 14 years of age within households)
- Non-two parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Number of vacant housing units in an area
- Specific ethnic and minority populations
- Renters and children
- Densely populated communities with multi-unit housing, public assistance characteristics
- Native Americans living on tribal lands

Where are our Hard-to-Count?

Interactive Map



The online map shows California census tracts and block groups shaded by their Low Response Score in the 2018 Planning Database. The map and other information will be part of the SwORD mapping portal.

Find it at census.ca.gov/resources

Critical Success Factors for 2020

- ✓ Understanding the new and challenging environment
- ✓ **Convener, collaborator, coordinator**
- ✓ Consultant and advisory role to the U.S. Census Bureau
- ✓ Coordination and integration of outreach efforts at the state, local, and federal levels
- ✓ Leverage existing outreach opportunities
- ✓ Full commitment of all partners to bring the resources they have to ensure California has a complete count
- ✓ Accountability and performance measures for outreach and communications/media partners

How You Can Help

- ☐ Local Complete Count Committees
- ☐ Jobs – Help the Census Bureau hire *locally* by helping them recruit
- ☐ Use our maps and tools and provide feedback
- ☐ Share Resources!

JOBS!

For USCB job contact Los Angeles
Regional Office Recruiting at 1-
800-992-3529 or at
Los.Angeles.Jobs@census.gov

Subscribe



The screenshot shows the top section of the CA Census 2020 website. At the top is a navigation bar with the CA Census 2020 logo on the left and several menu items: 'Census 2020 Explained', 'Complete Count Committee', 'Latest News', 'Events and Meetings', 'Resources', and a search icon. Below the navigation bar is a large banner image featuring a collage of hands of various ethnicities stacked together, with the text 'CA CENSUS 2020' overlaid. A large orange checkmark icon is positioned on the right side of the banner. Below the banner, there are two main sections: 'Latest News' on the left and a 'Countdown to Census Day' on the right. The 'Latest News' section includes a link for 'Request for Information (RFI) Media and Outreach Services' with a 'Cal eProcure' logo and a 'READ MORE' button. The 'Countdown to Census Day' section shows a timer for April 1, 2020, with values for days (566), hours (7), minutes (10), and seconds (55). A 'SUBSCRIBE' button is located below the timer, and a large yellow arrow points to it from the right.

CA CENSUS 2020

Census 2020 Explained Complete Count Committee Latest News Events and Meetings Resources Search

CA CENSUS 2020

Latest News

Countdown to Census Day
April 1, 2020

days	hrs	min	sec
566	7	10	55

Request for Information (RFI) Media and Outreach Services

The Complete Count Office has released a Request for Information (RFI) related to media and outreach services for the Census 2020. The RFI can be viewed at...

READ MORE

SUBSCRIBE

Sign up to receive news and updates from the CCC delivered to your inbox

How to Contact Us



California Complete Count Office

Email: info@census.ca.gov

Phone: (916) 852-2020

Web: [Census.ca.gov](https://census.ca.gov)

Social Media: [@calcompletecount](https://twitter.com/calcompletecount)